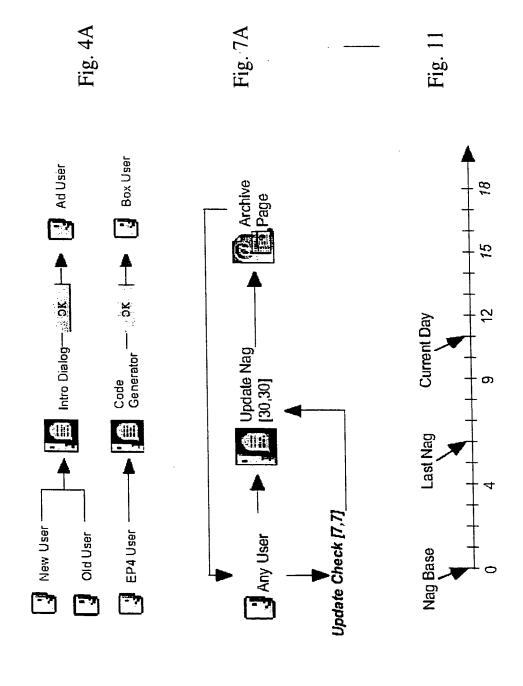


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Fig. 3A

		Jeff Beck 6; 33.15 F.M.1712A3 Re: 3.34 minute 'satura mandurot' Frunklin A. Jimu 13.27 F.M.1712A3 2 Re: 3.30 minute Jahun allabulion Steve Florrey 35.35 F.M.1712A3 2 Re: 3.30 minute 'satura ma' ibution Steve Florrey A.M.1712A3 2 Re: 3.30 minute 'satura ma' ibution Steve Florrey A.M.1712A3 2 Re: 3.30 minute 'satura ma' ibution Steve Florrey A.M.1712A3 2 Re: 3.30 minute 'satura ma' ibution Steve Florrey Mail Minute 'satura ma' ibution Steve Florrey Minute 'satura ma' ibution Steve Florrey Mail Minute 'satura ma' ibution Stev	The companion of a normal control of the control of	Exervantable reply to several couple in one message, and wound up standing as by each of them, ust to get the attribution? Chia constitute a message window, they addiance a nunk of data to the clipboard; the red years attribution for the message.	Tran, as part of paste-as-profe, Linser fragiditing shows the quoted section At 10 FT AND (FFO / 7593 David Horrwrote) At 10 FT AND (FFO / 7593 David Horrwrote) A solve to be recognized to sect a fragidition of the section of th	DAKN
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Fig. 3B



Welcome to Eudoral

Eudora is now licensed in three ways. Sponsored Mode, Paid Mode, and Light Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning it will display ads.

We have done our best to present the ads in a way that respects the work you do in email. By allowing Eudora to display ads, you get the full power of Eudora for free and we can still pay our bills.

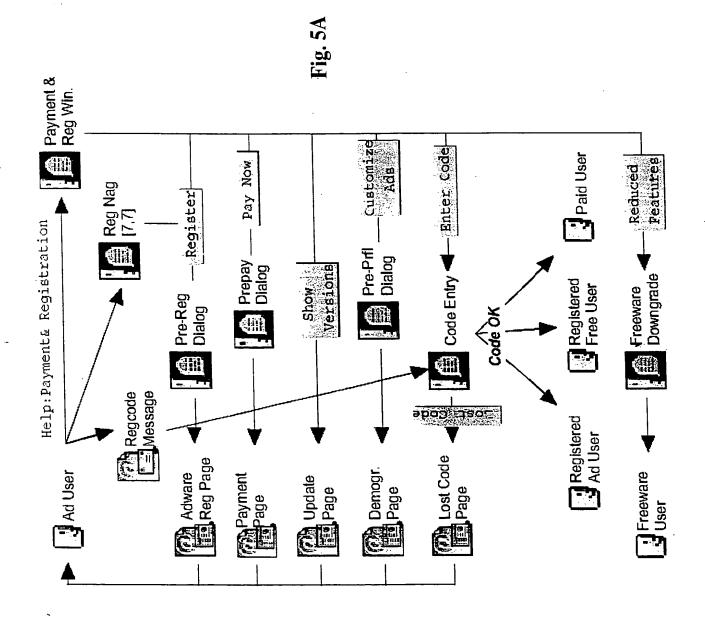
If you decide the ads are not for you you can change modes. Paid Mode shows no ads. Current Eudora Pro 4x users will be able to upgrade to Paid Mode for free. Other users will be able to pay a license fee to go to Paid Mode. At this stage in testing, the machinary for Paid Mode is no fully tested, and Paid Mode is unaxaliable. Light Mode also shows no ads, but has many fewer.

To switch forms of Eudora, please use the "Payment & Registration" item in the Help menu. To learn more about the three modes, click on the "Tell Me. More" button below

Tell me more

OK.

Fig. 4B



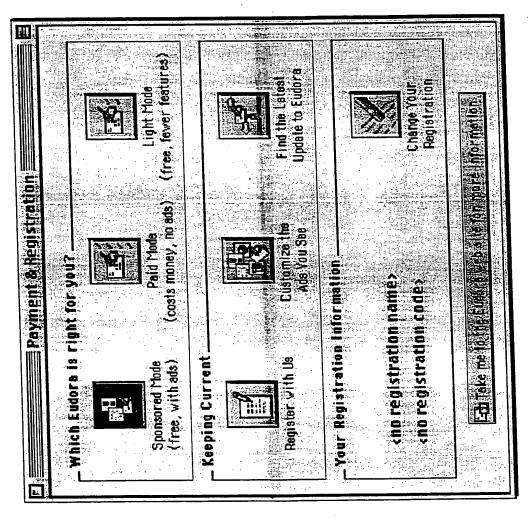


Fig. 5B

				Air.	
Would you like to register your copy of Eudora?	erect a grant statue in your image on the front lawn of our corporate headquarters (*).	How cool is that? C'mon., register 11's funding easy!	(A Glant statue offer void on the planet Earth)	Maybe later Take me to the registration page	

Fig. 5C

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Than	Thanks for choosing to register Eudora!	g to regist	er Eudora	described) Palov	P. Q
registr	rou il liekt de walked till registration is complete:					
- • · · · · · · · · · · · · · · · · · ·	. Eudora will open your web browser and take you to our registration	our web bro	wser and tak	e you to our	r registral	
	9696					
	You'll fill in some simple registration information on the Web Site		dration infor	mation on	the web st	2
	Well then email a Eudor a regulatration code back to you	Eudore redit	itration code	back to you		
	The next time you		Eudora will a	utomatical	ly recognit	e e
	this code and display a dialog box inviting you to confirm your	xod bolsips /	inviting you	to confirm		
	registration information					
•	• Ta da! You'll then become a registered user of Eudora Thanks!	become a red	istered user	of Eudora	Thanks	
				_	Continue	
				_" ~		7

Fig. 5D

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											1
		You'll next be welked through a fey quick steps, as described below, usful a your purchase is complete:	***	 You !! be asked to provide your payment and registration information 	. Marida Signilia	2	8			 =	1
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Fig. 5E

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Fig. 5F

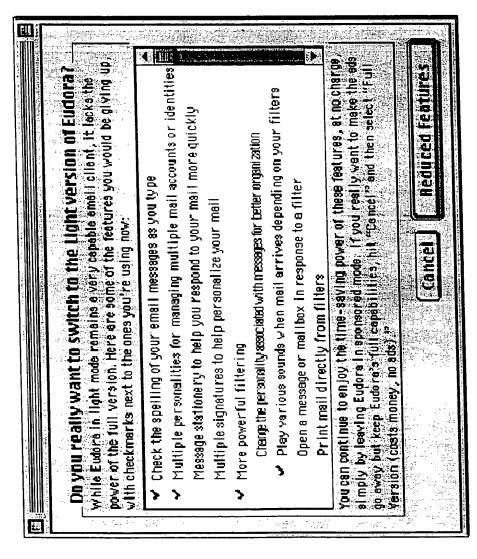
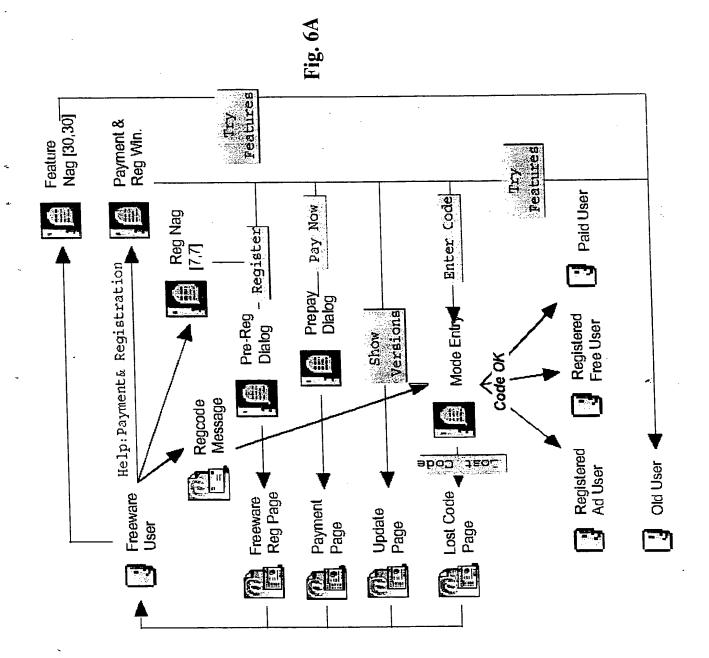


Fig. 5G



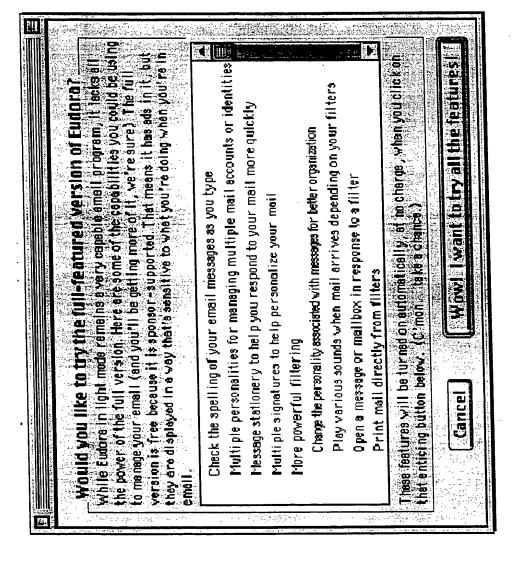


Fig. 6B

There are updates available to Eudora

You have Eudora version 4.1. The following updates have become a since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather you of updates, follow this.

Eudora 5.3

This is a major upgrade, with great new features like automatic.

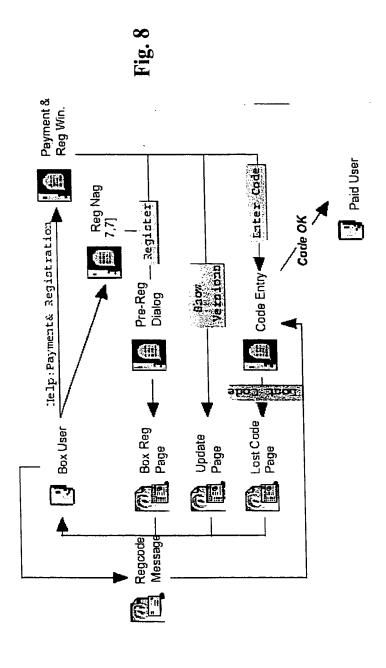
Eudora 4.2

This update is mostly bug fixes. This update is free to you.

Printed Kanual

You can buy a printed manual for Eudora.

Fig. 7B



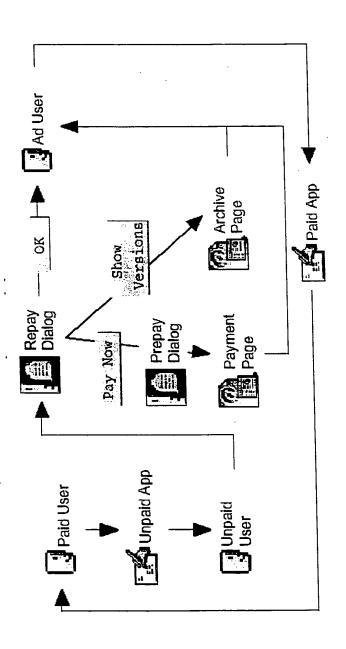


Fig. 9

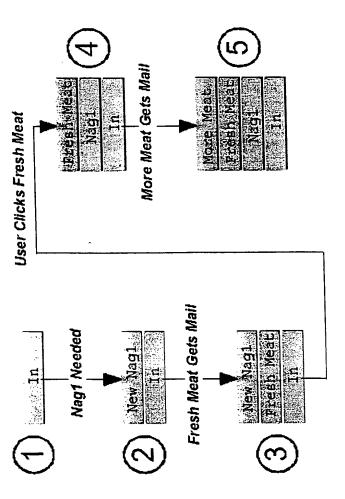


Fig. 10

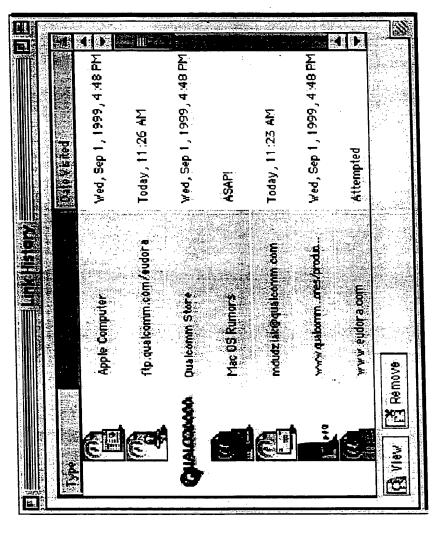


Fig. 12A

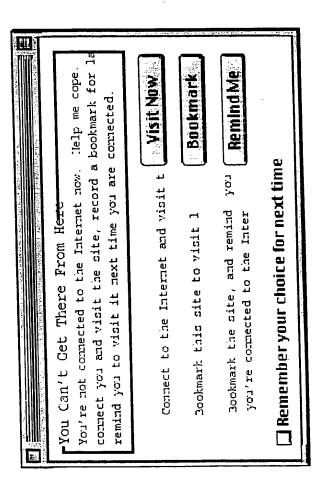


Fig. 12B

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Fig. 13A

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Fig. 13B

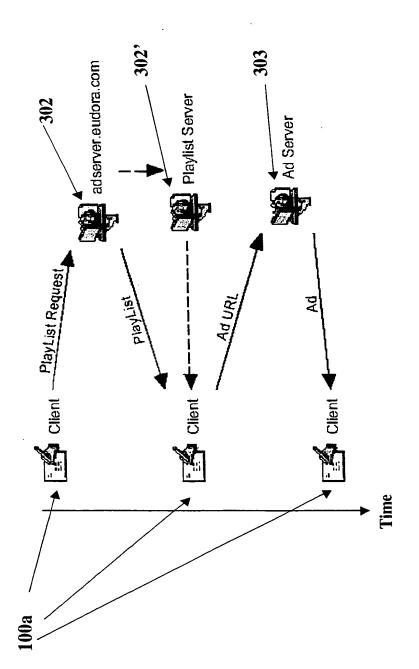


Fig. 14

```
// Main ad scheduler
ScheduleMain
{
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
find ad with minimum ad.numberShown
if ( ad.numberShown >= blockGoal )
set block to all playlists
}
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
Do ShowARunout
}
else
 {
Do ShowARegularAd
```

// end ad schedule main

```
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
{if ( the calendar day has changed )
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if ( ad.thisShowTime > 0 )
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
}
// Now, reset the counters for all ads to reflect the fact
that
// a new day has dawned.
for all ads
 {
ad.numberShownToday = 0
 // Record yesterday's facetime
 // Might not literally be yesterday, be sure to use
 // whatever day the app was last run on
 set old current day's facetime to totalFaceTimeToday
 // and reset our global regular ad facetime counter
 adFaceTimeToday = 0
 totalFaceTimeToday = 0
 // if we were in a block, back out
 set block to all playlists
 }
 // end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )</pre>
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
ask for ad to be downloaded
try next ad
 }
 // ok, we believe we should show this runout
 // we are now in runout state
 Do ShowAnAd
 return
 // if we haven't found a runout ad, we will go to "rerun"
 state
 Do ShowARerun
 // end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if ( ad.lastShownDate is older than returnInterval )
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 }
 // ok, at this point we can show this ad, but because
 // we're in rerun, we don't keep the books
 Do ShowAnAd
 return
 // if we get here, we have no ads to show. Punt.
 return
 // end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
 for regular ads [ in current block ]
 // has the ad been flushed?
 if (ad.flushed)
 try next ad
 // are we done showing this ad today?
 if ( ad.numberShownToday > ad.dayMax )
 try next ad // this one's used up for the day
 // if in block, show ads only if it's their "turn"
 if ( ad.numberShownToday >= blockGoal )
 try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )</pre>
 try next ad
  // the ad is not supposed to run today
  // do we actually HAVE the ad?
if ( ad has not been downloaded )
  ask for ad to be downloaded
  try next ad
  }
  // ok, we believe we should show this ad
  // we are now in regular state
  Do ShowAnAd
  return
  // If we get here, we have failed to find a regular
  // ad. Go to runout
  Do ShowARunout
  // end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
 AdEndBookkeeping
 // In rerun state, we don't do any bookkeeping
 if ( in RerunState )
 return
 // Account for at most ad.showFor seconds, provided
 // we've shown the ad for at least ad.showFor seconds
 // Note that this means we don't charge for time beyond
 // ad.showFor seconds, which is important
 if ( ad.thisShowTime >= ad.showFor )
 ad.numberShownToday += ad.showFor
 ad.shownFor++
 // we do NOT reset thisShowTime here, we do it in
 // AdStartBookkeeping. It actually doesn't matter where
 // we do it, provided we are careful NOT to do it for
 // runout ads.
 }
 // end AdEndBookkeeping
```

Fig. 15F

```
// Show an ad, including bookkeeping and block handling
ShowAnAd
{
// If the ad is in a block, notice that
if ( it's in a "block" playlist )
if ( not currently in a block )
find ad in block with minimum numberShown
make that our ad
set blockGoal to minimum numberShown+1
set current block to this playlist
}
// now do bookkeeping
Do AdStartBookkeeping
 // and actually show it
 Do DisplayThatAd
```

		a.	Persistent Ads
Olaw ice	Diantiet Doguest		
LIBVEISI	icon box		faceTime Used to determine how much advertising
			to send to client
			faceTimeLeft. Not used
PlayList	PlayList Response Clientinfo	Clientinfo	
			reginterval Relatively large: one or more days
			flush Used. Single playlist completely specifies
			list of ads client should have
PlayList	Response	PlayList Response Scheduling Parameters	Parameters
			showForMax Not used

Fig. 16A

		S	Short-Lived Ads
PlayList	PlayList Request		
			face Time. Not used
			faceTimeLeft; Used to determine how many ads client
			should receive
PlayList	PlayList Response ClientInfo	ClientInfo	
· ·			reqinterval Not used. Instead, client requests new
			playlist whenever ads "run low".
			liush Not used
PlavList	Response	PlayList Response Scheduling Parameters	Parameters
	:		showForMax Used to determine how long an ad runs

Fig. 16B

Eudora daesn't seem to be getting ads.

For some reason, Eudora is unable to download nev ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora please visit the Eudora web site for information about how to resume getting.

Invalid HTTP request (Error code: 503)

In add downloading continues to fall Eudora vill eventually revert to the Light version which is less powerful.

Fig. 17A



Something seems to be covering the ad.

It's probably inadvertent, but Eudora has determined that you are covering unall or a significant portion of an ad. The sortware is designed to notify you when this happens in the hopes that you will stop covering up the ad. If you don't, this window will keep popping up (which you will probably find quite an moying)

We've always got some good stuff under development back at the home office and it's the advertising in Eudora that enables us to continue to develop the soffware while providing it to you for free We've worked hard to make sure the advertising isn't annoying and we genuinely hope that you are not deliberately to pay us for Eudora by choosing "Payment & Registration" from the "Help" menuand clicking on "Paid Full Yersion." Or you can remove whatever is obscuring the ad

Fig. 17B

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will now revert to a less powerful version. If you would like more information about why Eudora's features are being reduced at this time; please visit the Eudora web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience

Take me to the Eudora Web site.

Fig. 17C

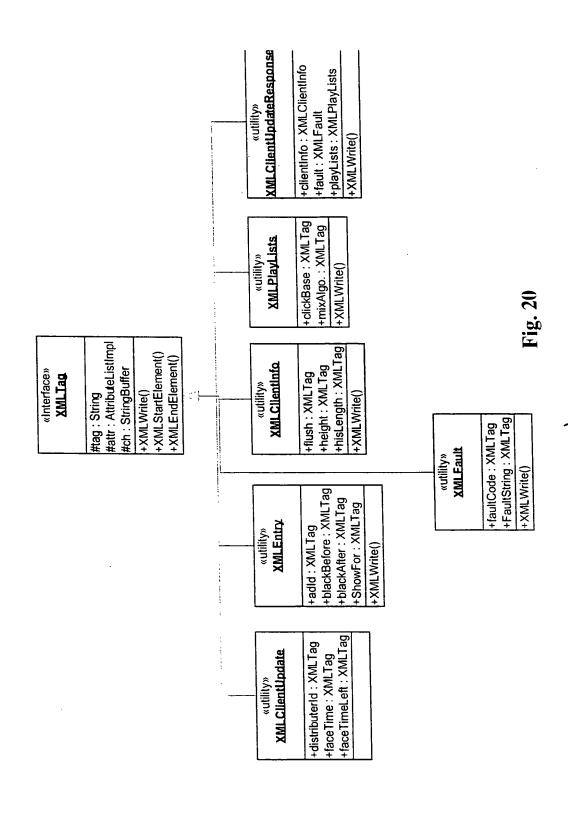
fryourie open to helping us this way all you have to do is click "Generate info" below Generate Into people use it. We ask users for this information at random. Looks il ke it's your furn what we'll be collecting and give you's chance to eliminate anything you don't want to and a message vill be created. You can review the contents of the message if you like. Piesse understand that as soon as vergoeive your email, we will throw avey the headers that identify the mail as coming from you You see, we don't ectually need to know who you are to find your information helpful. So we promise to protect your privacy and turn you into "Just a number": ? In order to make Eudora work as well as possible, It's important that we know how We value our privacy; we're pretty sure you velue yours. So we want you to know send. Simply uncheck the boxes next to any information you'd nather not send. Vour Net/Eudora usage Veudora Teatures you use It's OK to transmit statistics regarding we'd like to know how you use Eudora, and then send it to us or not -- that's up to you. Your demographic data
Advertisement information Non-personal settlings

Fig. 18A

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Fig. 19



8 The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "I" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + ASC);

8 The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow + 1], ... faceTime[tomorrow + reqInterval](Comment: Face time left for today is the number of secondes the servict can use to deliver special ads today.)

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time - faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.)

Fig. 214

```
# Targeting
while (face time left for today) {
    if ad is not in the history {
        select ad [according to target = today]
        face time left for today -= ad.showFor
    }
    hext ad
}

while (Goal show time left ) {
    if ad is not in the history {
        select ad [according to target]
        goal show time left -= ad.showFor
    }

befault values:
    reqInterval = 1 day.
    facetime = 30 minutes
    facetime = 30 minutes
    facetime = 31 days
    histLongth = 31 days
```

Fig. 211

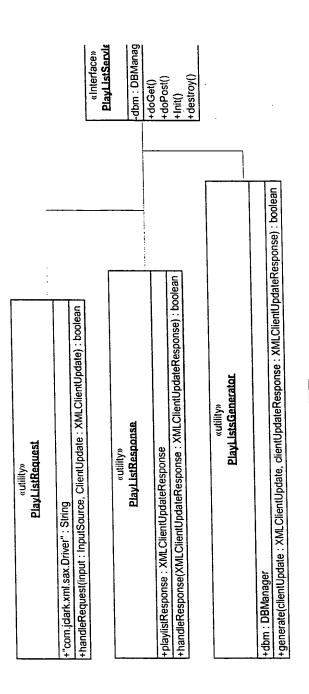


Fig. 22

+openConnection() : boolean +getConnection() : Connection +exeSQL(startDate : SQLDate, EndDate : SQLDate) : boolean

-dbName : String -dbLocation : String

«Interface» DBManager 